

STATE SENATOR • VIRG BERNERO • 23RD DISTRICT
Bernero Press Release

P.O. Box 30036 • Lansing • Michigan • 48909-7536 • 517-373-1734 • Fax: 517-373-5397
E-mail: senvbernero@senate.michigan.gov • www.senate.michigan.gov/dem/SD23



FOR IMMEDIATE RELEASE
October 14, 2003

Contact: Sen. Virg Bernero
517-373-1734

BERNERO INTRODUCES ‘SMART ZONE’ PROPOSAL
*High-Tech Designation Would Attract New Jobs
and Investments to Lansing Region*

(Lansing) – State Sen. Virg Bernero today introduced legislation to create a high-tech ‘Smart Zone’ in the Lansing area. A Smart Zone designation allows a community to create a special geographic district that would act as a magnet for new investment and job creation in high-tech industries.

“Lansing can compete with anyone in the world if we have the right tools to do the job. Our skilled workforce is second-to-none, and we have one of the world’s finest research universities located right next door. Creating a Smart Zone will bring these ingredients together to create the jobs of the future today,” Bernero said.

The Michigan Economic Development Corporation (MEDC) offered Lansing and East Lansing a joint Smart Zone designation last year, but a key deadline was missed for signing an agreement with the MEDC. Bernero’s legislation, Senate Bill 774, would extend the deadline for Smart Zone designations until December 31, 2004.

“We can’t afford to stand still while other communities fight for the new investments that will create new jobs,” Bernero said. “Lansing’s economic future depends on our ability to attract these new investments and position ourselves on the cutting edge of

emerging technologies. Establishing a Smart Zone is a great way to send the message to the high-tech community that Lansing is a great place to do business.”

SB 774 was referred to the Senate Commerce Committee, chaired by Sen. Jason Allen (R-Traverse City). Bernero asked Sen. Allen to hold a public hearing on the bill at his earliest convenience.

###